



## Beat the heat: don't forget your drink - A brief public education program

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### Abstract:

Background: The Beat the Heat: don't forget your drink program was initiated to enable the general public to recognise and manage heat stress. It was accompanied by a telephone survey to assess program reach and knowledge and behaviours of the general public in managing heat stress. Methods: The program was implemented in the Riverina-Murray region of New South Wales, in the summer of 2008/09, through radio and television sound bites, newspaper announcements, distribution of posters and brochures, and public talks. Computer Assisted Telephone Interviews were conducted with 328 randomly selected participants from across the region. Results: Sixty-three per cent of participants reported hearing heat health warnings and 53% changed their heat management strategies, although only 25% recalled the program slogan. On average, participants self-rated their understanding of managing heat health at 7.9 on a 10 point scale. More than 75% of participants said they would recognise the symptoms of heat stress. Most reported exposure to heat and health information from television, radio and newspapers rather than from posters, brochures and talks. Those at greatest risk included people who worked or exercised outdoors, men and those taking medication. Conclusions: Television, radio and newspapers were successful media for the program. Knowledge and responses of the general public to heat risks were well developed, with several exceptions - people taking medications, or working or playing sports outdoors, as well as tourists and men. These exceptions should be targeted in future programs.

**Source:** <http://dx.doi.org/10.1111/j.1753-6405.2010.00564.x>

### Resource Description

#### Communication:

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

#### Communication Audience:

audience to whom the resource is directed

Public

#### Exposure :

weather or climate related pathway by which climate change affects health

# Climate Change and Human Health Literature Portal

Temperature

**Temperature:** Extreme Heat

**Geographic Feature:** ☒

resource focuses on specific type of geography

None or Unspecified

**Geographic Location:** ☒

resource focuses on specific location

Non-United States

**Non-United States:** Australasia

**Health Impact:** ☒

specification of health effect or disease related to climate change exposure

Injury, Other Health Impact

**Other Health Impact:** heat related morbidity and mortality

**Intervention:** ☒

strategy to prepare for or reduce the impact of climate change on health

A focus of content

**Mitigation/Adaptation:** ☒

mitigation or adaptation strategy is a focus of resource

Adaptation

**Resource Type:** ☒

format or standard characteristic of resource

Research Article

**Resilience:** ☒

capacity of an individual, community, or institution to dynamically and effectively respond or adapt to shifting climate impact circumstances while continuing to function

A focus of content

**Timescale:** ☒

time period studied

Time Scale Unspecified